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fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET

NEW YORK 21, NEW YORK

TRAFALGAR 9-2343

1958

18th YEAR · A WEEKLY PUBLICATION

january

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january – 1959

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february – 1959

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march – 1959

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING FRIDAY, OCTOBER 24, 1958		
Friday Oct. 24 8:30 A.M. Breakfast	PREVIEW OF SPRING SPORTSWEAR COLLECTION Du Pont will preview Spring sportswear, blouses and sweaters in Du Pont fibers. For buying offices, by invitation. Contact: Louise Petry, LO. 3-6400, Ext. 468.	DU PONT	STATLER HILTON HOTEL SKYTOP ROOM
Friday Oct. 24 2:00 P.M.	OPENING: RESORT AND SPRING DRESSES Showing of Rembrandt's Resort and Spring collection, daily at 2:00 P.M. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.	REMBRANDT FROCKS, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Postponed Oct. 24	THE OPEN HOUSE SHOWING BY PERSONAL FASHIONS, ORIGINALLY SCHEDULED FOR FRIDAY, OCT. 24, HAS BEEN POSTPONED TO THURS., NOV. 6 (See Pg. 8).		
	WEEK BEGINNING SUNDAY, OCTOBER 26, 1958		
Oct. 26	DAYLIGHT SAVINGS TIME ENDS (Sunday)--Move clocks back one hour.		
Sunday Oct. 26 1:00 P.M. Brunch	FALL FASHIONS DURING BRUNCH "Pink Champagne and Roses"--Fall fashions by Seymour Jacobson, available at Bergdorf Goodman. Hats: John Frederics. Pearls: Marvella. Reservations--$3.75; contact: Mr. Gilbert, CI. 6-7700. Fashion Show Director: Peggy Cantor Assoc., 117 East 37th Street, MU. 9-8542.	SEYMOUR JACOBSON, INC.	HAMPSHIRE HOUSE FOUNTAIN ROOM
Sunday Oct. 26 2:00 P.M. Brunch	BRUNCH TO HONOR "KEY WOMEN OF THE YEAR" Fund-Raising brunch by Fashion Division of Federation of Jewish Philanthropies of N.Y. to honor "Key Women of the Year": Eleanor Roosevelt (designated as the "Woman of the Century"); Shirley Booth, Jean Dalrymple, Enid Haipt and Renata Tebaldi. Co-chmn: Nettie Rosenstein and Tobe. Brunch: $6.00. Contact: June Walker, PL. 1-1000, Ext. 341.	FEDERATION OF JEWISH PHILANTHROPIES OF N.Y.	WALDORF-ASTORIA STARLIGHT ROOF
Monday Oct. 27 10:30 A.M.	PRESS PREVIEW: NEW FASHION FLOOR Arnold Constable will preview their new third floor for dresses and coats, with a showing of Fall fashions. (Note Change Of Date). By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	THIRD FLOOR
Monday Oct. 27 10:30 A.M.; 11:30 A.M.	OPENING OF SPRING COLLECTION Leonard Arkin's Spring collection at 10:30 A.M.; Andrew Arkin's at 11:30. Daily thereafter at same hours. Contact: Lois Lapper, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Just Released	SPRING HOSIERY; FALL WOOL & SILK COLORS	THE COLOR ASS'N OF THE U.S., INC.	200 MADISON AVENUE
	Ten Spring '59 hosiery tones entitled "Tinted Shadows"; forty woolen colors and thirty-six silk shades for Fall. Contact: Midge Wilson, MU. 5-5881.		
Monday Oct. 27 12:00 Noon Luncheon	DISCUSSION OF FASHION DURING LUNCHEON	PUBLICITY CLUB OF N.Y. (22 EAST 38TH ST.)	TOOTS SHOR 51 WEST 51ST STREET
	"How Fashion Changes Gain Acceptance"--Speakers: Hazel Arnett, Designer; Ray Josephs, Publicity Consultants, Inc.; Terry Mayer, David Crystal, Inc.; Mary Phillips, "Harper's Bazaar"; Bernard L. Salesky, Pres., Hat Corp. of America; Constance Woodworth, "N.Y. Journal American". Price: $4.25. Contact: Rita Otway, OR. 9-6995.		
Monday Oct. 27 12:15 P.M. Luncheon	CHICAGO SHOE SHOW: SPRING & SUMMER '59	NAT'L SHOE MFRS.; NAT'L SHOE RETAILERS	PALMER HOUSE CHICAGO, ILLINOIS
	A luncheon fashion show and shoe style forecast in Chicago, staged by Shoe Women Executives, Inc. Advance style trends and merchandising information on shoes for men, women, teenagers and children. Tickets: $4.75. Contact: George Gayou, Nat'l Shoe Fair, Palmer House, Room 953W, Chicago 90, Ill.		
Monday Oct. 27 2:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION	MERVIN ROSS, INC.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	By invitation. Continuous thereafter. Contact: Miss Kitty, BR. 9-9570.		
Monday Oct. 27 3:00 P.M.	PREVIEW: RESORT & SPRING COLLECTION	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Preview for press of Resort and Spring collection. By invitation. Thereafter Oct. 28, 29, 30, Nov. 4, 5, 6, 12, 13 at 2:30 P.M. By reservation. Contact: Eleanor Stoner, LA. 4-6968.		
Monday Oct. 27 4:30 P.M.	PRESS PREVIEW: RESORT AND SPRING COLLECTION	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	By invitation. Showings at 10:30 A.M., Oct. 29, 30, 31, Nov. 7, 9. Contact: Estelle Marr, LA. 4-9350.		
Beginning Monday Oct. 27	OPENING: RESORT AND HOLIDAY COLLECTION	MARY BLACK OF LONDON, INC.	18 EAST 50TH STREET SHOWROOM - 10TH FLOOR
	Showing of Mary Black's Resort and Holiday collection of imported laces, warped taffetas, chiffons and brocades. Continuous thereafter, by appointment. Contact: Miss Maidy or Miss Carol, PL. 8-2014.		
Beginning Monday Oct. 27	OPENING: RESORT-SPRING COUTURE COLLECTION	WERLE ORIGINALS (LOS ANGELES, CAL.)	SAVOY-HILTON HOTEL ROOMS 2703-4
	Showings of complete couture Resort and Spring collection, daily until Nov. 7. By appointment. Publicity: Helen O. Borger, LE. 5-9754.		
Monday Oct. 27-Nov. 14	EXHIBIT OF SPRING FASHIONS	SEVENTEEN MAGAZINE	488 MADISON AVENUE 10TH FLOOR
	Exhibit of Spring fashions from the February and March issues. For store and buying office executives only. Contact: Anita Blanchard, PL. 9-8100.		
Postponed Oct. 28	WM. DEVITZ PREVIEW OF COATS AND SUITS, ORIGINALLY SCHEDULED FOR OCT. 28, HAS BEEN POSTPONED TO WED., NOV. 5 AT 10:30 A.M. (See Page 7).		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 27 8:00 P.M.	OPENING NIGHT OF OPERA SEASON	METROPOLITAN OPERA	MET. OPERA HOUSE BROADWAY & 39TH ST.

Diamond Jubilee of the Metropolitan Opera House (1883-1958), presenting Puccini's "Tosca" with Renata Tebaldi, Mario Del Monaco, George London, Alessio De Paolis and George Cehanovsky. Publicity--Diamonds: N.W. Ayer & Son, PL. 7-5700; Metropolitan Opera: Francis Robinson, PE. 6-1200.

OPENING NIGHT BOX-HOLDERS AT THE METROPOLITAN OPERA

For the convenience of fashion reporters who want to know who's who in the Diamond Horseshoe on Opening Night at the Opera, FASHION CALENDAR again publishes this list of Opening Night box-holders:

B.	Mr. Claude Arpels	A.	Miss Hannah Troy
1.	Mr. Walter D. Floersheimer	2.	Mr. Harvey Spear
3.	Mr. Harold Abrams	4.	Mr. Thomas S. Brush
5.	Mrs. William Francis Gibbs	6.	Mr. George Bagby
7.	Mrs. Lorraine Manville	8.	Mr. Donald P. Blagden
9.	(No listing)	10.	Mr. Edward M. Gilbert
11.	Mr. Ward B. Ogden	12.	(No listing)
13.	Mr. Howard Mack	14.	Mrs. Albert Lasker
15.	Mr. Sol Kittay	16.	Mrs. George London
17.	Miss Ceil Chapman	18.	Mr. W. Alton Jones
19.	Mr. Charles Revson	20.	Mrs. William K. Dick
21.	Mr. H. Huber Boskowitz	22.	Mr. Ernest G. Deutsch
23.	Mr. Rudolf Bing	24.	Mr. Morris Rochman
25.	Mr. Lowell Wadmond	26.	Mr. C. V. Starr
27.	Mrs. August Belmont	28.	Mr. Irving Geist
29.	Mr. Theodore C. Wiehe	30.	Mr. Lauder Greenway
31.	Mr. Giotto Ciampi	32.	Mrs. Mellon Bruce
33.	Col. R. E. Ladue	34.	Mrs. Louis Marx
35.	Mr. Norman B. Norman		

Tuesday Oct. 28 10:00 A.M.	OPENING OF RESORT & SPRING COLLECTION	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

The Adele Simpson complete Resort and Spring collection at 10:00 A.M. Oct. 28, 29, 30, Nov. 4, 5, 6, (Note Change Of Date). Spring collection only, 5:00 P.M., Oct. 29, 31, Nov. 5, 7. By invitation. Contact: LA. 4-7626.

Tuesday Oct. 28 10:00 A.M.	OPENING OF RESORT & SPRING COLLECTION	BEN REIG, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

Showings Tues., Wed., Thurs. at 10:00 A.M. Contact: CH. 4-1542.

Tuesday Oct. 28 10:30 A.M.	PRESS PREVIEW: RESORT AND SPRING COLLECTION	CHRISTIAN DIOR-NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR

Yves St. Laurent, designer for Christian Dior, will be present at the preview of their New York Spring collection; also at the 2:30 P.M. buyer showing. By invitation. Showings at 2:30 P.M., Oct. 29, 30, Nov. 4, 5, 6. Publicity: Dorothy Smith, LO. 4-9220.

Tuesday Oct. 28 10:30 A.M.	OPENING OF SPRING AND RESORT COLLECTION	MALCOLM CHARLES, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR

Fashions designed by Frank Adams. Thereafter daily at 10:30 A.M. Contact: Muriel Morris, LA. 4-7690. Publ.: Laura Cantor, LA. 4-7690.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 28 10:30 A.M.	OPENING: RESORT & SPRING PETITES COLLECTION	PAUL PARNES CORP. ("PARNET")	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	"Parnet" collection for petites, designed by Lawrence Gaines, at 10:30 A.M. daily. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.		
Tuesday Oct. 28 11:30 A.M.	PRESS PREVIEW OF SPRING COLLECTION	ARE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Designed by Belle and Will Saunders. By invitation. Thereafter at 11:30 A.M. Publicity: Betty Yarmon, LO. 4-9194.		
Tuesday Oct. 28 12:00 Noon	PREVIEW OF SPRING COATS AND SUITS	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Seymour Fox will present his Spring coat and suit collection to the press. (Note Change Of Time). By invitation. Showings Nov. 4 and 11 at 10:30 A.M. By appointment. Contact: Sally McDonald, LO. 4-3246.		
Tuesday Oct. 28 12:00 Noon Luncheon	PREVIEW OF SPRING COLLECTION	SEMONT, INC.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Semont will present their Spring collection for press and buyers. By invitation. Continuous daily. Contact: Bill Kalman, WI. 7-6845.		
Tuesday Oct. 28 1:00 P.M.	OPENING OF SPRING COLLECTION	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Showing of Talmack's Spring collection, designed by John Moore, Oct. 28, 29, 30, Nov. 4, 6, 11 at 1:00 P.M. By appointment. Contact: BR. 9-1195.		
Tuesday Oct. 28 1:00 P.M.	OPENING OF RESORT & SPRING COLLECTION	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Showing of daytime and evening collection, Oct. 28,29,30, Nov.4,5, and 6 at 1:00 P.M. Contact: John Brunelle, BR. 9-5644.		
Tuesday Oct. 28 3:00 P.M.	OPENING OF RESORT & SPRING COLLECTION	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Daily except Friday at 3:00 P.M. By invitation and reservation. Contact: Frances Straus, IA. 4-0162.		
Tuesday Oct. 28 4:00 P.M.	PREVIEW OF SPRING PETITE FASHIONS	MORT SCHRADER "JEUNES PETITES"	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Designed by Loet van der Veen. By invitation. Trade daily at 4:00 P.M. through Oct. 31. Publicity: Betty Yarmon, LO. 4-9194.		
Tuesday Oct. 28 4:00 P.M.	OPENING: SPRING AND RESORT COLLECTION	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
	Cocktail ensembles and evening Spring and Resort collection, designed by Jean Marchand, formerly of Dior-Paris. Also, Oct. 30 at 4:00 P.M. By reservation. Contact: PE. 6-2663. Publ.: Mathews-Latham, MU. 7-5447.		
Tuesday Oct. 28 4:00 P.M. Cocktails	SIXTH ANNUAL TEEN-AGE DRESSMAKING CONTEST	THE SINGER SEWING MACHINE COMPANY	HOTEL ASTOR BALLROOM
	Awarding of prizes and crowning of the Queen and Princess in Singer's sixth annual teen-age dressmaking contest. By invitation. Contact: Anne Cunningham at Young & Rubicam, MU. 9-5000, Ext. 8379 or 8421.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 28 6:30 P.M.-9:30 P.M.	WEEKLY FASHION CAREER COURSE	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	29 WEST 39TH STREET ENG. SOC. AUDITORIUM
	Subject: "The Meanings Of Coordination"--Moderator: Jerry Stutz, President, Henri Bendel. Panel: Vee Rafdal, A.M.C.; Betty Dorso, B. Altman; Jane Chamberlain, Montgomery Ward. Each session: $2.50 (except Nov. 25, $3.50). Chairman: Jeanne Pierre. Contact: CI. 7-3940.		
Wednesday Oct. 29 10:30 A.M.	OPENING: SPRING COATS SUITS AND ENSEMBLES	ARTHUR JABLOW	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	By reservation. Daily thereafter at 10:30 A.M. Contact: Lee Jablow, LA. 4-3404. Publicity: Rose Hilton, MU. 5-5133.		
Postponed Oct. 29	TINA LESER'S "CHRISTINA" DRESS COLLECTION, ORIGINALLY SCHEDULED FOR WED., OCT. 29 AT 4:00 P.M. HAS BEEN POSTPONED. (NEW DATE WILL BE ANNOUNCED.)		
Thursday Oct. 30 11:00 A.M.	PRESS PREVIEW: SPRING COAT & SUIT COLLECTION	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
	Preview for press of Frank Gallant's Spring coats and suits. By invitation. Trade showings at 9:15 A.M. Tues., Wed., Thurs., beginning Nov. 4. (Note New Time For Trade Shows). Contact: Herbert Gallant, LA. 4-7285.		
Thursday Oct. 30 12:00 Noon Luncheon	PREVIEW: RESORT, SPRING AND SUMMER COLLECTION	QUEEN CASUALS (1410 BROADWAY)	HOTEL PLAZA BAROQUE ROOM
	Press preview of Queen Casuals collection of action sportswear and beach fashions. By invitation. Contact: Muriel Solomon, WI. 7-1381.		
Postponed Oct. 31	RICHARD KOLMER'S SPRING SUIT SHOWING, ORIGINALLY SCHEDULED FOR FRIDAY, OCT. 31 AT 10:00 A.M., HAS BEEN POSTPONED TO NOV. 7 AT 10:00 A.M. (See Pg. 8)		
Oct. 31	HALLOWE'EN (Friday).		
Friday Oct. 31 10:30 A.M.; 2:00 P.M.	PREVIEW: SPRING COAT AND SUIT COLLECTION	ZELINKA-MATLICK	512 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Zelinka-Matlick will present their Spring coat and suit collection to the press and resident buyers. By invitation. Trade showings beginning Mon., Nov. 3 at 11:45 A.M. Contact: Gerald Matlick, BR. 9-5100.		
Friday Oct. 31 3:00 P.M. Cocktails	PRESS PREVIEW OF SPRING BRIDAL GOWNS	PANDORA FROCKS	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Pandora will present their Spring collection of bridal gowns. By invitation. Continuous daily thereafter. Contact: Nat Glickstein, LO. 4-3412.		
Sunday Nov. 2-Nov. 6	BOYS' INDUSTRY MARKET WEEK	B.A.M.A.; B.A.B.A	NEW YORKER HOTEL 5TH TO 10TH FLOORS
	Spring and Summer market week of the boys' industry, sponsored by the Boys' Apparel and Accessories Mfrs. Ass'n., in cooperation with Boys' Apparel Buyers' Ass'n. On Wed., Nov. 5 at 8:30 A.M. B.A.B.A. will have a special breakfast for buyers. Contact: Shirley Trosk, PE. 6-6244.		
Monday Nov. 3 5:00 P.M.	PRESS PREVIEW: RESORT AND SPRING COLLECTION	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Pauline Trigere will invite the press to preview her Resort and Spring collection. By invitation. Trade showings, Nov. 5, 6 at 2:30 P.M.; Nov. 7 at 10:30 A.M. By appointment. Contact: Marge Conner, LO. 3-1600.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Nov. 3	OPENING OF SPRING COAT COLLECTION	BAITCH & CASTALDI, INC.	230 WEST 39TH STREET SHOWROOM - 12TH FLOOR
	Continuous daily showings of Spring coat collection. Contact: LO. 4-8220.		
Beginning Monday Nov. 3	OPENING OF BOYS' SPRING COLLECTION	HI-LINE	112 WEST 34TH STREET SHOWROOM - 8TH FLOOR
	The "Golden Era", in sportswear for little gentlemen, 12 months to 12 years. By appointment. Publicity: Ruth Shaw Assoc., WI. 7-2562.		
Beginning Monday Nov. 3	OPENING: SPRING COAT AND SUIT COLLECTION	ICOVE & YOUNG	500 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	Continuous daily showings of Spring coat and suit collection. Publicity: Ruth Gerson at Ken Williams, 51 West 35th St., WI. 7-4471.		
Monday Nov. 3- Nov. 9	35TH WOMEN'S ANNUAL INT'L EXPOSITION	THE WOMEN'S NATIONAL INSTITUTE, INC.	71ST REGIMENT ARMORY PARK AVE. & 34TH ST.
	"Juvenile Accomplishment"--press preview, 10:00 A.M.-12:00 Noon, Nov.3, spotlighting talents and skills of children, ages 5 to 15. Featured will be handmade ceramics, paintings, wrought jewelry and cuddly toys. Also, handicrafts from Greece, England, Hawaii, the Netherlands; handmade dolls; and demonstrations by comic strip artists. Admission $1.00(children,35¢). Contact: Doris Vinton, Exposition Office, 250 W. 57 St., JU. 2-1868.		
Nov. 4	ELECTION DAY (TUESDAY)		
Tuesday Nov. 4 10:30 A.M.	OPENING OF SPRING COAT & SUIT COLLECTION	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
	Showings Nov. 4, 7, 12, 18. By appointment. Contact: JU. 2-2317.		
Tuesday Nov. 4 11:00 A.M.	OPENING OF SPRING COLLECTIONS	ARKAY; RAPPI, INC.; MARGOT DRESSES	498 SEVENTH AVENUE 19TH AND 20TH FLOORS
	Arkay at 11:00 A.M.; Rappi (misses and juniors) at 2:00 P.M.; Jeane Scott for Margot, 3:00 P.M. Showings at same hours through Nov. 13--Tues.,Wed., Thurs. only. Contact: Ruth Scott, LO. 5-2626.		
Tuesday Nov. 4 12:00 Noon Luncheon	OPENING OF NEW COLLECTION	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
	"Exclusive Fabrics With A Future"-- new coat collection with a "Miracle Shoulder". Showings at 12:00 Noon, Nov. 4, 5, 6, 7, 11, 12, 13 and 14, followed by luncheon. By invitation. Contact: Dorothy Levine,CH.4-3512.		
Tuesday Nov. 4 12:00 Noon	OPENING: RESORT AND SPRING COLLECTION	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
	Junior dresses and separates Nov. 4, 5, 6, 10, 12, 13 at 12:00 Noon. By reservation. Contact: Audrey Waymouth, OX. 5-3150.		
Tuesday Nov. 4 1:00 P.M.	OPENING OF SPRING JUNIOR COLLECTION	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Showing of Mr. Mort's Spring junior dress collection Nov. 4, 5 and 6 at 1:00 P.M. By admission card only. Contact: Jean Ring, OX. 5-4760.		
Beginning Tuesday Nov. 4	OPENING: SPRING & SUMMER BRIDESMAIDS FASHIONS	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Continuous daily showings. Contact: Bill Rosenberg, WI. 7-0511.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Nov. 4- Nov. 11	SEVENTIETH ANNUAL NATIONAL HORSE SHOW	NATIONAL HORSE SHOW ASS'N OF AMERICA, INC.	MADISON SQ. GARDEN 8TH AVE. & 50TH ST.
	Publicity: Alden E. Calkins, 350 Fifth Avenue, PE. 6-0578.		
Beginning Tuesday Nov. 4	OPENING OF SPRING COAT COLLECTION	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
	By appointment only. Contact: Louis Mariani, BR. 9-8988.		
Wednesday Nov. 5 8:30 A.M. Breakfast	SPRING FASHIONS FROM FEBRUARY ISSUE	MADEMOISELLE MAGAZINE	HOTEL PLAZA BALLROOM
	"Mademoiselle" will preview Spring fashions and accessories from their fifth annual "Heart of Fashion" February, 1959 issue. By invitation for buyers and tie-in stores. Price: $6.50. Contact: Frances Ashmore, PL. 9-2080.		
Wednesday Nov. 5 10:30 A.M.	SPRING COAT AND SUIT ORIGINALS	WM. DEVITZ & CO.	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
	Preview of the Wm. Devitz coat and suit originals for press and buyers. (Note Change of Date). By invitation. Thereafter at 10:30 A.M. Publicity: Julia Berren, WI. 7-4717.		
Wednesday Nov. 5 11:00 A.M.	OPENING OF SPRING DRESS COLLECTION	ELOISE CURTIS, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Eloise Curtis will present her Spring dresses for juniors at 11:00 A.M. daily. By reservation and invitation. Contact: PE. 6-4885.		
Wednesday Nov. 5 12:00 Noon Luncheon	PREVIEW: SPRING JUNIOR SPORTSWEAR COLLECTION	ILENE RICKY, INC.	1407 BROADWAY SHOWROOM - 8TH FLOOR
	Ilene Ricky's Spring junior sportswear collection, designed by Tom Drew, at box-luncheon for press and buyers. By invitation. Continuous daily thereafter. Contact: LO. 4-5537.		
Wednesday Nov. 5 12:00 Noon Luncheon	HOME FURNISHINGS IN FILMLAND	NAT'L HOME FASHIONS LEAGUE (767 LEXINGTON)	HOTEL ROOSEVELT BALLROOM
	Subject: "The Biggest Captive Audience." Speakers: Craig Moodie, Armstrong Cork Co.; William Gohring, Meredith Publishing Co.; Peg K. Frankel, N. W. Ayer & Son; Robert Finehout, Association Films. Moderator: Elda Hartley, Hartley Productions. Price: $6.50, members; $7.50, guests. Contact: Josephine Brush, TE. 8-5133.		
Wednesday Nov. 5 1:00 P.M.	SHOWING OF RESORT AND SPRING COLLECTION	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Additional trade showing of B. H. Wragge Resort and Spring collection. By invitation and reservation. Contact: Liz Bechtol, WI. 7-4968.		
Wednesday Nov. 5 2:00 P.M.	PRESS PREVIEW: SPRING JUNIOR FASHIONS	MAM'SELLE DRESS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Preview of Spring junior dress collection with showings at 2:00 P.M. daily. By invitation. Contact: Bettye Whiteman, CH. 4-8876. Publicity: Eleanor Lambert, MU. 8-2130.		
Wednesday Nov. 5 4:00 P.M. Cocktails	PREVIEW OF SPRING JUNIOR FASHIONS	JUNIOR ACCENT	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Spring junior dresses and costumes designed by Patrick Porter. By invitation. Continuous thereafter. Contact: LO. 4-1434.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Nov. 5 4:30 P.M. Cocktails	PREVIEW OF SPRING COLLECTION	MONTEGO ORIGINALS, INC. (498 SEVENTH AVENUE)	500 CLUB - 15TH FLOOR 500 SEVENTH AVENUE
	Montego will preview their Spring collection of dresses and ensembles, designed by Mario Forte. By invitation. Continuous daily thereafter in showroom. Contact: CH. 4-8520.		
Thursday Nov. 6 10:30 A.M.; 2:30 P.M.	OPENING OF SPRING BRIDAL COLLECTION	MURRAY HAMBURGER & CO.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	Murray Hamburger Spring bridal collection at two showings. By reservation. Continuous daily thereafter. Contact: Florence Hamburger, BR. 9-2680.		
Thursday Nov. 6 1:00 P.M.- 5:00 P.M.	OPEN HOUSE: SPRING COLLECTION	PERSONAL FASHIONS	1407 BROADWAY SHOWROOM - 24TH FLOOR
	"American Fashions Fly All Over The World"--showing of Spring collection. Open house for press and buyers. (Champagne and global canapes). Publicity: Countess Denise Dolfin at Ken R. Williams, WI. 7-4471.		
Friday Nov. 7 10:00 A.M.	PRESS PREVIEW: SPRING SUIT COLLECTION	RICHARD KOLMER, INC.	205 WEST 39TH STREET SHOWROOM - 2ND FLOOR
	"Silhouettes Internationale"--a collection of suits for Spring. (Note Change of Date). By invitation. Publicity: Betty Gardner at Edward M. Meyers Assoc., JU. 2-2224.		
Sunday Nov. 9- Nov. 11	NATIONAL PRESS WEEK IN CALIFORNIA	CALIFORNIA FASHION CREATORS	HOTEL AMBASSADOR LOS ANGELES, CAL.
	Eighth Annual National Press week in California. Contact: William T. Maxfield, Exec. Dir., CFC, 740 S. Broadway, Los Angeles, 14.		
Tuesday Nov. 11 11:30 A.M.	OPENING OF SPRING COLLECTION	"CLOTHES FOR YOU" BY JOAN LESLIE	1400 BROADWAY SHOWROOM - 16TH FLOOR
	Showing of Joan Leslie's Spring collection. Continuous daily thereafter. Contact: Isabelle Crawford, BR. 9-7700.		
Tuesday Nov. 11 12:30 P.M. Luncheon	ANNUAL FASHION SHOW DURING LUNCHEON	ABERFOYLE MFG. CO. (1430 BROADWAY)	WALDORF-ASTORIA EMPIRE ROOM
	Aberfoyle will present their annual Fashion Show of Resort and Spring cotton fashions by leading American designers. Press by invitation. Public by reservation; contact: "Headwaiter" EL. 5-3000. Aberfoyle Fashion Director: Florence S. Lippincott, BR. 9-5950.		
Tuesday Nov. 11 12:30 P.M. Luncheon	HOLIDAY MILLINERY DURING LUNCHEON	MISS MAY, INC. (23 WEST 57TH ST.)	RUBY FOO'S 240 WEST 52ND STREET
	Miss May will present her Holiday millinery collection during luncheon. Press by invitation. Public by reservation; contact: Michael Sean O'Shea, PL. 5-9487. Publicity: Maud Moody, 240 Madison Avenue, LE. 2-5562		
Tuesday Nov. 11 3:30 P.M. Cocktails	PRESS PREVIEW OF SPRING COLLECTION	LESLIE FAY	1400 BROADWAY SHOWROOM - 16TH FLOOR
	Showing to the press and buying offices. By invitation. Thereafter, continuous daily showings. Contact: Isabelle Crawford, BR.-9-7700.		
Beginning Tuesday Nov. 11	OPENING: RESORT & SPRING COCKTAIL COLLECTION	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Daily informal showings. Contact: Bill Rosenberg, WI. 7-0511.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Nov. 12 9:00 A.M. Breakfast	PREVIEW: COTTON FASHIONS BY LEADING DESIGNERS	PERMA-STARCH	SHERATON-EAST HOTEL TRIANON ROOM
	The press will be invited to a showing of Resort and Spring cotton collection, by leading designers. All fabrics have been treated with Perma-Starch for longer wear. By invitation. Publicity: Max Rogel, Inc., PL. 1-2855. Fashion Coordinator: Peggy Cantor Assoc., MU. 9-8542.		
Thursday Nov. 13 12:30 P.M. Luncheon	FALL AND WINTER FASHIONS AT LUNCHEON	BABA ORIGINALS (72 E. 86TH ST.)	HOTEL PIERRE ROOF GARDEN
	Fall and Winter fashions from the Petit Salon de Couture during luncheon. Press by invitation. Public by reservation; contact: "Andre", TE. 8-8000. Pierre Fashion Director: Anne Taylor, TE. 8-8000.		
Friday Nov. 14 9:00 A.M. And 12:00 Noon	AMERICAN READY-TO-WEAR: BREAKFAST & LUNCHEON	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
	Co-Chairmen: Margaret de Mille, Fashion Director, Bloomingdale's: Edith Raymond, "Mademoiselle". Breakfast: $6.00, members; $8.50 guests. Luncheon: $8.00, members, $10.50 guests. Contact: CI. 7-3940.		
Friday Nov. 14 7:30 P.M.	"FRONT PAGE" DINNER-DANCE	N.Y. NEWSPAPER WOMEN'S CLUB	HOTEL ASTOR BALLROOM
	The 1958 Edition with presentation of Annual News Awards and the Anne O'Hare McCormick Journalism Scholarship. Tickets: $15.00 - $25.00. Publicity: Emily S. Nathan, CI. 5-5917.		
Monday Nov. 17 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW SHOWING OF WEST GERMAN FASHIONS	LUFTHANSA GERMAN AIRLINES	HOTEL PLAZA TERRACE ROOM
	Lufthansa will invite the press to a premier showing of West German Fashions in the United States. Trade breakfast Wed., Nov. 19, from 9:00 A.M. to 11:00 A.M. By invitation. Publicity: Mrs. Alice Young, MU. 2-9100.		
Monday Nov. 17 7:30 P.M.	AWARD-DINNER BY FASHION DESIGNERS	N.Y. FASHION DESIGNERS, INC. (1475 BROADWAY)	HOTEL PIERRE BALLROOM
	Special award dinner and Fashion Horizon Show, honoring Gov. Averill Harriman and Stanley Marcus of Neiman Marcus. Contact: New York Fashion Designers Inc., 1457 Broadway, WI. 7-0324.		
Tuesday Nov. 18 2:30 P.M.	PRESS PREVIEW: SPRING COAT & SUIT COLLECTION	MURRAY NIEMAN (252 WEST 38TH ST.)	HOTEL PLAZA CRYSTAL ROOM
	Murray Nieman will present their Spring coat and suit collection to the press. By invitation. Publicity: Ruth Hammer Assoc., EL. 5-7872.		
Thursday Nov. 21 8:00 P.M. Dinner-Dance	"PARTY OF THE YEAR" FOR COSTUME INSTITUTE	COSTUME INSTITUTE-MET. MUSEUM OF ART	WALDORF-ASTORIA GRAND BALLROOM
	Eleventh annual "Party of the Year" for benefit of Costume Institute of Metropolitan Museum of Art. Entertainment by members of the fashion industry. Chairman of executive committee: Dorothy Shaver. Reservations: $100.00 each; contact: Costume Institute, TR. 9-5500, Ext. 381.		
Nov. 27	THANKSGIVING DAY (Thursday)--LEGAL HOLIDAY.		
Thursday Dec. 4 12:00 Noon Luncheon	CHILDREN'S LUNCHEON AND ANNUAL MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	Showing of children's fashions at annual meeting. (Prices and more details later). Contact: CI. 7-3940.		

MUSIC...MOVIES...THEATRE

Thursday Oct. 23 — PREMIERE: "THE LAST HURRAH" (Movie) ROXY THEATRE, 50TH ST. & BROADWAY
Spencer Tracy, Dianne Foster, Pat O'Brien and Basil Rathbone will star in the Columbia presentation, based on the novel by Edwin O'Connor. Producer and Director: John Ford. Publicity: Hortense Schorr, PL. 1-4400.

Monday Oct. 27 — FIRST WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH STREET
Mon., Oct. 27: Puccini's "TOSCA". Wed., Oct. 29: Mussorgsky's "BORIS GODUNOV". Thurs., Oct. 30: Verdi's "RIGOLETTO". Fri., Oct. 31: Offenbach's "LES CONTES d'HOFFMANN". Sat., Mat., Nov. 1: Puccini's "MADAMA BUTTERFLY". Sat., Eve. Nov. 11: Puccini's "TOSCA". Sun., Nov. 2: (Benefit), Verdi's "LA TRAVIATA". Publicity: Francis Robinson, PE. 6-1200.

Tuesday Oct. 28 — OPENING: "PATATE" HENRY MILLER THEATRE, 124 W. 43RD ST.
Gilbert Miller will present the new comedy adapted by Irwin Shaw, starring Tom Ewell, and co-featuring Lee Bowman, Haila Stoddard and Susan Oliver. Director: Henry C. Potter. Costumes: Kathryn Miller. Publicity: Richard Maney, CI. 7-4646,

Wednesday Oct. 29 — OPENING: "THE MARRIAGE GO-ROUND" PLYMOUTH THEATRE, 236 WEST 45TH STREET
Co-starring Claudette Colbert and Charles Boyer, the Leslie Stevens comedy, presented by Paul Gregory. Director: Joseph Anthony. Sets: Donald Oenslager. Costumes: Antonio Castillo. Publ.: Karl Bernstein, CI. 6-0427.

Thursday Oct. 30 — OPENING: "THE MAN IN THE DOG SUIT" CORONET THEATRE, 230 WEST 49TH STREET
Jessica Tandy and Hume Cronyn will co-star in the comedy based on Edwin Corle's novel, "Three Ways To Mecca". Presented by Producers Theatre and featuring Cathleen Nesbitt and Roland Winters. Director: Ralph Nelson. Costumes: Anna Hill Johnstone. Publicity: Harvey Sabinson, CI. 6-0856.

Tuesday Nov. 4-Dec. 6 — BERYOZKA RUSSIAN FOLK BALLET BROADWAY THEATRE, B'WAY & 53RD STREET
The premiere in America, from Moscow, the group consists of 65 dancers and singers. Presented by Sol Hurok for a five week engagement. Publicity: Martin Feinstein, CI. 5-0500.

Tuesday Nov. 4 — OPENING: "EPITAPH FOR GEORGE DILLON" JOHN GOLDEN THEATRE, 252 W. 45TH ST.
David Merrick in association with Joshua Logan, will present the London drama, starring Eileen Herlie and Robert Stephens. Director: William Gaskin. Costumes: Helene Pond. Publ.: Harvey Sabinson, CI. 6-0856.

Wednesday Nov. 5 — OPENING:"MARIA GOLOVIN" MARTIN BECK THEATRE, 320 WEST 45TH ST.
David Merrick in association with NBC Opera Co., will present the musical drama, composed and staged by Gian-Carlo Menotti, with Franca Duval, William Chapman and Patricia Neway. Publicity: Harvey Sabinson, CI. 6-0856.

Tuesday Nov. 11 — OPENING: "LA PLUME DE MA TANTE" ROYALE THEATRE, 242 WEST 45TH STREET
David Merrick will present the London musical revue with its original cast including Robert Dhery, Jacques Legras and Colette Brosset. Director: Robert Dhery. Costumes: Jacques Esterelle. Publ.: Frank Goodman, BR.9-4985.

Wednesday Nov. 19 — OPENING: "THE SHADOW OF A GUNMAN" BIJOU THEATRE, 209 WEST 45TH STREET
The Sean O'Casey play with Zamah Cunningham, Stefan Gierasch, Daniel Reed and Susan Strassberg presented by Cheryl Crawford and Joel Schenker by arrangement with The Actors' Studio. Director: Jack Garfein. Sets: Peter Larkin. Costumes: Ruth Morley. Publ.: Arthur Cantor, CI. 6-6495.